

# The scale and diversity of the hospitality industry



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The Hospitality Industry is one of the most vast and fast growing Industries in the World. Its industry is known to provide services like providing food, beverages and accommodation. Some key job titles in this vast industry that help run it are namely: Accommodation manager, Catering manager, Conference centre manager, Event organizer, Fast food restaurant manager, Hotel manager, Public house manager, Restaurant chain area manager, Restaurant manager. To get a job in this field the employer may consider several facts like ones past education and personal aspects like: Personality, consistency in work, a keen attitude, a friendly nature, a willingness to work, confidence, neat appearance, cleanliness, personal hygiene, over all personality, ability to provide customer service efficiency and honesty at work.

Apart from being one of the highest rated and desired industries to start a profession in The Hospitality Industry also offers equality among all. From a survey done by The INTERNATINAOL JOURNAL OF HOSPITALITY MANAGEMENT, Volume 16, Issue 2, June 1997, pages 161-179, read an article stating – EQUAL OPPERTUNITIS FOR WOMEN EMPLOYEES IN THE HOSPITALITY INDUSTRY: A COMPARISONBETWEEN FRANCE, ITALY SPAIN AND THE UK by Jean Burrell, Simon Etta Manfred and Hilary Rollin.

The article stated how the Hospitality industry in the UK offers equal posts for women as well as men irrespective of their cast, race etc.

The industry of hospitality has been a great source all over the world in generating employment. The Hospitality industry is a large employer to many ethnic minorities all over the world. The Industry makes a major part of

its earnings from several sources one of the main sources being the foreign exchange earnings. Tourism being one of the main segments of the hospitality industry it very important to know about its aspects for the growth and the scope of the hospitality industry.

Chris Cooper the author of the book Contemporary Tourism Reviews said that the, “ tourism industry can be defined as a whole range of individuals, businesses, organizations and places which combine in some way to deliver a travel experience”.

The hospitality industry can be claimed to be the most elaborate working sector in the market today. It is present in practically every field and everyplace. Be it schools, colleges, hotels, prisons, airports, stations etc.

The Hospitality Industry consists of a very broad category of various fields within the industry itself also, Such as –

- Restaurants & bars
- Marketing & sales
- Human resources
- Housekeeping
- Travel agencies
- Tourism management
- Front office
- Hotels/Lodging etc

The hospitality industry has contributed in many ways to the betterment of the society. These may include an increase in disposable incomes, offering

more time for leisure activities, easier and cheaper ways to travel as a result of an improved style of living.

These contributions made by the hospitality industry are significant and wide-ranging. Production and service, leisure service, large as well as small-scale employments are some factors that are contributed by the hospitality industry.

Catering and the hotel industry are known as one of the fastest growing industries in the world today. They are not only the key element of the tourism department but also a huge donor towards bringing in foreign currency.

From one of the surveys conducted by THE BRITISH HOSPITALITY ASSOCIATION, 2004 overseas visitors spent close to 12 billion pounds of a total value of 76 billion pounds which was the total amount of the tourism (2003)

Millions of people like to have a quick snack or prefer having meals near their place of work or study, this is possible through a large contribution of cafés, restaurants, public houses etc.

PRESS RELEASE UNITED KINGDOM: RESTAURANTS MARKET RESEARCH REPORT  
RELEASED IN MARCH 2009

MBD`s REPORT: after researching the restaurants market in the UNITED KINGDOM and also taking into account other factors the following report was made by MBD.

<https://assignbuster.com/the-scale-and-diversity-of-the-hospitality-industry/>

## MARKET REVIEW 2004 – 2008

In the year 2008 the restaurants industry in the UK had faced a decline of 3% (around £5373 million) this is due to a descending pressure on restaurant turnover caused by an increase in economic qualms. Also there was a downfall in consumer spending due to rising cost of food.

From 2004 – 2007 there was an early increase in the sales resulting to a growth in the industry every year .

## MARKET FORECAST 2009 – 2013

Fats food, take away, pick and go services, in-house catering facilities are a furthermore huge contribution towards improvement In standard of living, offering discretionary income which is enjoyed by a huge majority of people which was only constrained just to the affluent in the society.

Being one of the fastest expanding sectors of the economy, the hospitality industry solely stands as a multi billion and growing industry. It offers so much accompanied with entertainment, food, accommodation etc, and unlimited opportunity.

The industry is so immense, that it offers diverse people a various number of job opportunities to chose from in their area of interest all within the same industry.

Common features involved in the hospitality management are planning, directing, organizing and controlling of material as well as human resources within the lodging, travel and tourism, restaurant, institutional management,

recreational management. All of these are separate yet related segments of the same industry interdependent on each other to provide service to the guest.

There are various Sectors within the Hospitality industry it self, such as: –

- Food and Beverage
- Lodging
- Recreation
- Travel
- Tourism

## **THE CLASSIFICATION SYSTEM**

The Classification System can be based on a various number of things depending on the – Food service, size and additional facilities etc.

Mostly all major departments are also sub divided in to other sub divisions so as to cater to specific needs and also offer a large variety of options to choose from allowing one to choose exactly what is demanded and also helps to compare and contrast between several options.

## **FOOD AND BEVERAGE**

The food and beverage industry can also be stated as the backbone of the hospitality sector. Offering food and beverage services from sectors as small as a pub at the corner to a 5 star club. From a small café with a preset menu to a gigantic catering company serving more than a 1000 people a day. The Food and beverage industry has undergone many changes over the past years depending on the factors of continual evolution in global market

forces, changes in consumer preferences, regulation proposed by the government, which are making direct effects on the change in manufacturing strategies around the world.

Major and familiar names such as MC DONALDS, COCA COLA, STARBUCKS ETC can be found almost everywhere in the world proving the fact how the industry had expanded during the past half century. The growth in the food and beverage industry has brought an economic boom to many nations such as CHINA, INDIA, BRAZIL, and VIETNAM.

The FOOD AND BEVERAGE INDUSTRY can be further sub-classified into many smaller groups such as

- BARS AND TAVERNS
- CATTERING
- FAST FOOD
- FRANCHISES
- GENRAL FOOD SERVICE AND HOSPITALITY
- QUICK SERVICE
- VENDING
- TAKE OUT/AWAY AND DELIVERY SERVICES

## **FIVE STAR HOTEL**

REF: <http://www.google.co.uk/imgres?imgurl=http://www.upgradetravelbetter.com/wp-content/uploads/2006/11/versace->

A LODGE

REF:

<https://assignbuster.com/the-scale-and-diversity-of-the-hospitality-industry/>

<http://www.google.co.uk/images?hl=en&biw=1440&bih=679&gbv=2&tbs=isch%3A1&sa=1&q=lodge&aq=f&aqig10&aql&oq>

## **Different segments of Hospitality**

### **Catering**

There are several types of catering naming a few:

- Wedding food catering
- Corporate Catering
- Buffet Catering
- Ala carte Catering
- Party Catering
- Commercial Catering
- Types Of Full service Hotels
- Convention Hotel
- Luxury Hotel
- Resort Hotel
- Extended-Stay Hotel
- Types Of Limited service Hotels
- Limited-service Hotels
- Budget Hotels

### **Specialty Accommodations**

- Conference Centers
- Lodges
- Bed-and-Breakfast
- Hostel



- Campgrounds

## **Institutional Housing**

- Dormitory
- Senior Housing